

BOULDER COUNTY'S

EAT LOCAL!

RESOURCE GUIDE & DIRECTORY

SPONSOR SPECS & REQUIRED ASSETS

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Title Sponsor Ad Specs

Eat Local! Resource Guide – Print Advertising

Full-page Ad

(Back Cover or Inside Front Cover)

7.5 wide x 9.75 high

The Publication Trim Size is 8.25" x 10.5." NO Bleed Ads.

Eat Local! Resource Guide – Online Advertising

Sidebar Ad

EatLocalGuide.com:

180 px wide x 90 px tall / 144 dpi (GIF, JPEG, or PNG)

Transition-Times.com:

164 px wide x 82 px tall / 144 dpi (GIF, JPEG, or PNG)

Please make sure your ad will display effectively at the target size before submitting it to us. Larger ads will usually need to be redesigned to work well.

Online Ad Page (Floating Ad)

Clicking on your Sidebar Ad will dim the website content and display your ad page in a 500 px x 500 px floating window centered on the page.

There are **Two Options** for this window:

(1) Use our Ad Template

We place your **Company Assets*** into a well-designed ad template.

(2) Use a Custom-designed Ad

Send us a 500 px x 500 px ad, either graphic (GIF, JPEG, or PNG) or pre-worked HTML layout, and we will include that instead.

Website Link

Please provide the web address where you would like people to be taken when they click on your Ad Page.

Company Assets (required)*

Additionally, we ask that all campaign sponsors, community partners, and advertisers submit the following:

Logo

- (1) Please submit a print-quality, high-resolution (300 dpi) company logo: EPS (preferred) or high-res TIFF
- (2) Please Submit an online version of your company logo (200 px x 200 px at 144 dpi) for inclusion in our web pages (GIF, JPEG, or PNG).

Contact Information

For **publishing purposes**, please provide the following:

Name you display to the public
Complete Address
Phone Number
eMail Address
Website URL
Company Hours (if relevant)

For **administrative / billing purposes**, provide the following:

Official Company Name
Contact Person and Title
Mailing Address
Phone Number
eMail Address

Description

Please submit a short description (< 25 words) and a long description (< 250 words) of your company/organization.

Graphic Design Assistance

If you need help creating your print or online ads, please contact our designer:

Gene Malowany of Malowany Associates
Phone 303-786-7404
Malowany@comcast.net
www.TheWorksOfEugene.com

Sustaining Sponsor Ad Specs

Eat Local! Resource Guide – Print Advertising

Full-page Ad

(Back Cover or Inside Front Cover)

7.5 wide x 9.75 high

The Publication Trim Size is 8.25" x 10.5" NO Bleed Ads.

Eat Local! Resource Guide – Online Advertising

Sidebar Ad

EatLocalGuide.com:

180 px wide x 90 px tall / 144 dpi (GIF, JPEG, or PNG)

Transition-Times.com:

164 px wide x 82 px tall / 144 dpi (GIF, JPEG, or PNG)

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Malowany@comcast.net
www.TheWorksOfEugene.com

Supporting Sponsor Ad Specs

Eat Local! Resource Guide – Print Advertising Half-page Ad

(Interior portion of the publication)

7.5 wide x 4.812 high

The Publication Trim Size is 8.25" x 10.5." NO Bleed Ads.

Eat Local! Resource Guide – Online Advertising Sidebar Ad

EatLocalGuide.com:

180 px wide x 90 px tall / 144 dpi

Please make sure your ad will display effectively at the target size before submitting it to us. Larger ads will usually need to be redesigned to work well.

Online Ad Page (Floating Ad)

Clicking on your Sidebar Ad will dim the website content and display your ad page in a 500 px x 500 px floating window centered on the page.

There are **Two Options** for this window:

(1) Use our Ad Template

We place your **Company Assets*** into a well-designed ad template.

(2) Use a Custom-designed Ad

Send us a 500 px x 500 px ad, either graphic (GIF, JPEG, or PNG) or pre-worked HTML layout, and we will include that instead.

Website Link

Please provide the web address where you would like people to be taken when they click on your Ad Page.

Company Assets (required)*

Additionally, we ask that all campaign sponsors, community partners, and advertisers submit the following:

Logo

- (1) Please submit a print-quality, high-resolution (300 dpi) company logo: EPS (preferred) or high-res TIFF
- (2) Please Submit an online version of your company logo (200 px x 200 px at 144 dpi) for inclusion in our web pages (GIF, JPEG, or PNG).

Contact Information

For publishing purposes, please provide the following:

- Name you display to the public
- Complete Address
- Phone Number
- eMail Address
- Website URL
- Company Hours (if relevant)

For administrative/billing purposes, provide the following:

- Official Company Name
- Contact Person and Title
- Mailing Address
- Phone Number
- eMail Address

Description

Please submit a short description (< 25 words) and a long description (< 250 words) of your company/organization.

Graphic Design Assistance

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www.TheWorksOfEugene.com

Contributing Sponsor Ad Specs

Eat Local! Resource Guide – Print Advertising Quarter-page Ad

(Interior portion of the publication)

3.687 wide x 4.812 high

The Publication Trim Size is 8.25" x 10.5" NO Bleed Ads.

Eat Local! Resource Guide – Online Advertising Sidebar Ad

EatLocalGuide.com:

180 px wide x 90 px tall / 144 dpi

Please make sure your ad will display effectively at the target size before submitting it to us. Larger ads will usually need to be redesigned to work well.

Online Ad Page (Floating Ad)

Clicking on your Sidebar Ad will dim the website content and display your ad page in a 500 px x 500 px floating window centered on the page.

There are **Two Options** for this window:

(1) Use our Ad Template

We place your Company Assets* into a well-designed ad template.

(2) Use a Custom-designed Ad

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Website Link

Please provide the web address where you would like people to be taken when they click on your Ad Page.

Company Assets (required)*

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www.TheWorksOfEugene.com

Business Sponsor Ad Specs

Eat Local! Resource Guide – Print Advertising Eighth-page Ad

(Interior portion of the publication)

3.687 wide x 2.342 high

The Publication Trim Size is 8.25" x 10.5" NO Bleed Ads.

Eat Local! Resource Guide – Online Advertising Sidebar Ad

EatLocalGuide.com:

180 px wide x 90 px tall / 144 dpi

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Online Ad Page (Floating Ad)

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